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IN THE APPLICATION

OF

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AND

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FOR A

PEN WITH A SCENTED HOUSING

PEN WITH A SCENTED HOUSING

CROSS-REFERENCE TO RELATED APPLICATION

5 This application claims the benefit of U.S. Provisional
Patent Application Serial No. 60/396,585, filed July 18, 2002.

BACKGROUND OF THE INVENTION

1. FIELD OF THE INVENTION

10 The present invention relates to writing instruments. More
particularly, the present invention relates to a pen having a
housing which having a scent which gives off a desired aroma and
advertising on the housing related to the particular aroma.

2. DESCRIPTION OF THE RELATED ART

15 Writing instruments such as pens are widely distributed as
advertising premiums and for commercial sale. It would be
desirable to provide a pen with enhanced advertising properties
beyond imprinted matter on the barrel of the pen merely
identifying the advertiser or source whether the pen is an
advertising premium or sold to a customer in the case of bars,

restaurants, event souvenirs, or other establishments or sources with which the customer desires to be identified.

It is known to provide scented pens having scented ink, a scented polymeric grip integral with the pen barrel, and scented
5 polymeric grips which may be pulled over the barrel of a pen or pencil.

U.S. Patent No. 6,217,242 B1, issued April 17, 2001, to Cote, C.W.E., describes a scented writing implement that has an absorbent pencil soaked in a liquid fragrance.

10 U.S. Patent No. 4,762,493, issued August 9, 1988, to Anderson, describes impregnated scented crayons, chalk, and clay, teaching identification of color to scent and scent to color.

U.S. Patent No. 6,334,974 B1, issued January 1, 2002, to C.
15 Chen, describes a fragrant plastic container fabrication method.

U.S. Patent No. 5,110,584, issued May 5, 1992, to Medri et al., describes a scented cosmetic enamel for nails.

U.S. Patent No. 6,169,595 B1, issued January 2, 2001, to Manne describes a device to deliver various combinations of scents in rapid succession to a user's nose in conjunction with
video graphic images and /or sounds.

U.S. Patent No. 6,298,263 B1, issued October 2, 2001,
describes a method of odor selection for selecting an odor to
match a visual or auditory target stimulus. The subject matter
of the '263 patent is related to aromachology as see column 3,
5 lines 10-15, thereof.

U.S. Patent No. 4,601,598, issued July 22, 1986, to
Schwartz et al., describes a finger gripping device useful as a
removable attachment to a writing implement.

U.S. Patent No. 6,273,626 B1 issued August 14, 2001, to
10 Yazawa describes a grip incorporated in the barrel of a writing
device such as a pen.

Japanese Patent No. 10-291396, published April 11, 1998,
describes a fragrant pen whose purpose is to enhance the
efficiency of business or learning according to a psychological
15 effect brought on to the user by fragrance having the effect of
encouraging or tranquilizing the user's spirits by sealing
perfume in a ballpoint pen and evaporating the perfume at the
time of using the pen.

The catalogue of Geddes-Schools of Raymond Geddes and
20 Company, Inc., Baltimore, MD describes scented pencil grips
having aromatherapy attributes.

None of the above inventions and patents, taken either singularly or in combination, is seen to describe the instant invention as claimed. Thus, a pen having enhanced effectiveness as an advertising vehicle by employing a scent is desired.

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SUMMARY OF THE INVENTION

The present invention is a writing pen such as a ballpoint pen having a scented housing or barrel. The housing or barrel is made by including a scented agent (natural or synthetic) into the material (such as plastic) forming the pen housing. In the case of a metal housing or barrel, the pen has a scented coating such as lacquer or enamel. In a preferred embodiment the pen has a grip incorporated into the pen barrel made of a relatively soft, polymeric or rubber material which incorporates a scent giving off the desired aroma. The scented pen of the invention is useful as an advertising or other promotional device and includes imprinted advertising, logo or other identification of the source for advertising purposes. The pen has a pleasant aroma which reminds the user of a commercial establishment with which the aroma is associated, such as the aroma of the coffee of a particular coffee house, along with the name or logo of the

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coffee house. Aromas may also simulate types of coffee preparations such as espresso, latte', cappuccino, and cafe' mocha and other flavored coffees. Of course, other types of foods could be aromatically simulated, such as pizza, hamburgers, 5 tacos, and buttered popcorn, along with imprinted advertising for the particular restaurant or other establishment serving the type of food aromatically simulated. The scent may be a floral scent along with advertising for a particular florist. Many scents can be envisioned having aromas having nexus with a type 10 of commercial establishment which would benefit from the advertising of the services, goods, or products.

As a specialty advertising item, the invention provides different benefits to two categories of advertisers. The first is an advertiser that is promoting a product, service, or 15 overall impression that is scent specific. The advertiser utilizes the invention not only to disseminate identifying and/or contact information about itself (name, logo, address, telephone number, etc.), but to provide a scent that promotes its products, services and the overall impression it wishes to 20 convey. Examples include the scent of coffee for a coffee shop promoting coffee drinks, and a grower, grinder, or supplier promoting coffee beans and grounds; a floral scent for a florist or grower promoting flowers, and a ladies' boutique promoting

feminine atmosphere; the scent of vanilla for a bakery promoting baked goods, and a massage therapist promoting aromatherapy or aromachology; perfume for a manufacturer or retailer promoting perfume, and a spa promoting a feminine atmosphere; popcorn for
5 a theater; and chocolate for a candy shop.

The second type of advertiser includes advertisers that do not offer a product or service or promote an overall impression that is scent specific. The presence of a fragrance in the invention allows the advertiser's pen to stand out against other
10 specialty advertising pens. By selecting a generally pleasing scent for its pen, the advertiser is offering an advertising item that its target audience is more likely to use in order to enjoy its aroma. By using the pen more often than other pens, the advertisement on the pen is seen more often. Increased
15 visibility of an ad corresponds to an increase in the advertiser's chances that it leaves an impression on the user, which results in increased business and revenue for the advertiser.

Businesses having a well-known brand or logo, or other
20 identifying mark which motivates the buyer to buy souvenirs, such as bars, restaurants, events, or resorts derives advertising value by providing a scented pen for sale, whether scent specific to the business or of generally pleasing aroma.

The inventive pen is distinguishable from those employing scented ink in ink cartridges in that notes, documents, letters, etc. are not scented by the ink.

5 Accordingly, it is a principal object of the invention to provide a scented pen, such as a ball point pen, having the scent incorporated in the housing or barrel, a coating material, or a grip incorporated in the barrel, the pen having advertising or a business logo affixed to the pen.

10 It is another object of the invention to provide a pen as above which has a scent specific aroma associated with a business establishment.

It is another object of the invention to provide a pen as above which is useful as an advertising or promotional device.

15 It is an object of the invention to provide improved elements and arrangements thereof for the purposes describe which is inexpensive, dependable, and fully effective in accomplishing its intended purposes.

20 These and other objects of the present invention will become readily apparent upon further review of the following specification and drawings.

BRIEF DESCRIPTION OF THE DRAWINGS

Fig. 1 is an environmental, perspective view of a pen with a scented housing and advertising according to the present invention.

Fig. 2 is an environmental perspective view of a pen having a scented grip and advertising according to the present invention.

Fig. 3 is a quarter-section view of the pen of Fig. 2.

Fig. 4 is a section view of a pen having a scented plastic housing or barrel.

Fig. 5 is a section view of a pen having a housing or barrel with a scented coating.

Similar reference characters denote corresponding features consistently throughout the attached drawings.

DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENTS

The present invention is a writing pen such as a ball point pen with a scented housing or barrel and advertising affixed to the housing, the aroma of which is associated with the advertising. The advertising may typically include the imprinted name of the advertising business and its logo. The housing is made by incorporating a scented agent (natural or synthetic) into the material (such as a plastic) forming the pen housing. In the case of a metal housing, the pen has a scented coating such as lacquer or enamel. A preferred embodiment has a soft, scented, plastic polymeric or rubber grip incorporated into the pen.

Referring to Fig. 1, there is generally shown a scented pen **10** giving off the aroma similar to the nearby coffee house while the worker **W** is working at a desk **D**. As is illustrated, his thoughts **T** are diverted to the coffee house and a cup of their distinctive coffee as lunchtime approaches.

Referring to Fig. 2, there is shown an environmental perspective view of a pen **10** having a barrel **12** in which is incorporated a plastic polymeric or rubber grip **14**, the grip

giving off an aroma **A** associated with imprinted advertising **16** and logo **17** marked on the barrel **12** as in Fig. 1.

Referring to Fig. 4, there is shown a section view of a pen **20** having a scented plastic housing **22** which gives off a pleasant aroma **A** relating to advertising (not shown, see Fig. 2).

Referring to Fig. 5, there is shown a section view of a pen **30** having a metal housing **34** with a scented coating **36** such as enamel, the coating giving off a pleasant aroma **A** related to imprinted advertising (not shown, see Fig. 2). A pen having a metal housing may be provided with a scented plastic grip made from scented compounds listed below.

The material of the scented housing may be of a molded plastic containing the aromatic oils and other liquids are slowly released as an aroma from the plastic such as described by C. Chen in U.S. Patent No. 6,334,974 B1, issued January 1, 2002, the disclosure of which is hereby incorporated by reference. In the case of a metal housing, a scented coating material may be employed such as described by Medri et al. in U.S. Patent No. 5,110,584, the disclosure of which is hereby incorporated by reference.

Appropriate scented plastic compositions amenable to molding to obtain the desired pen housing shape are supplied, for example, by RTP Company, Winona, MN. Fragrances including coffee and cappuccino, as well as a large variety of other
5 fragrances are supplied compounded with olefinic resins such as polypropylenes, polyethylenes, and olefinic thermoplastic elastomers. Also available are scent-compounded plastics for personal care product, medical supplies and air freshening. These scented plastics can be injection molded, compression
10 molded, extruded, or blow molded. Colors characteristic to the aroma can also be provided in the plastic composition.

Other component parts of various writing instruments may be scented by incorporation into their material of construction or by a scented coating include, for example, parts such as the
15 tip, the barrel, the clip, the grip, the cap, the end cap, the click button, and the decorative ring. Not all pens have all the parts listed. The term "scented housing" is intended to include the scenting of one, several, or all component parts which comprise a writing instrument. It is intended that "pen"
20 or "writing instrument" as used in this application includes roller ball, gel, and fountain pens having capped or retractable designs with a click or twist mechanism.

It is to be understood that the present invention is not limited to the embodiments described above, but encompasses any and all embodiments within the scope of the following claims.